



GILBERT, AZ

2020 DIGITAL STATE OF THE TOWN

For Our Future | #GilbertAZ2020

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gilbertaz.gov/stateofthetown

1920 FOR OUR FUTURE 2020

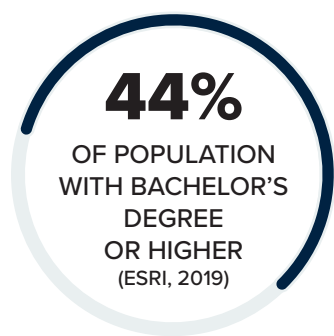
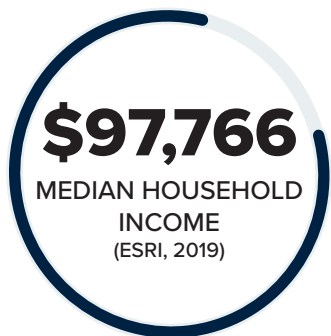
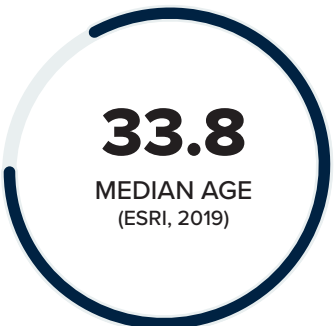
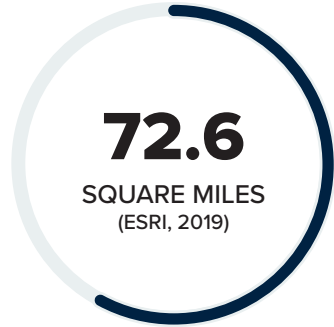
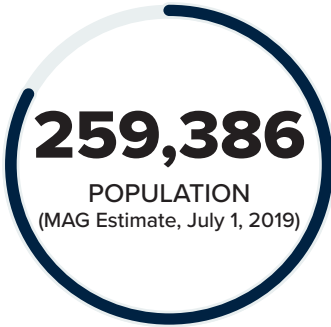


Celebrating 100 Years

**Gilbert turns 100 in 2020 and
we're celebrating our past and
planning for our future. Join us!**

**Find out more about events and happenings at:
GilbertAZ2020.com | [#GilbertAZ2020](https://twitter.com/GilbertAZ2020)**

GILBERT, AZ AT A GLANCE



RECENT RANKINGS

#1 Best City for Business in Arizona

(Arizona Chamber of Commerce and Industry)

The inaugural award was given to Gilbert for its commitment to supporting the role businesses play in driving economic development, reducing regulatory burdens on business, and working with the business community to improve the local quality of life.

1ST Top Place in Arizona to Celebrate Halloween

(WalletHub, 2019)

2ND Safest City in the U.S.

(FBI Crime Statistics, 2019)

4TH Best City to Buy a Family Home in the U.S.

(SmartAsset, 2019)

6TH Valley's Healthiest Employers

(Phoenix Business Journal, 2019)

7TH Best Place to Raise a Family in the U.S.

(WalletHub, 2019)

8TH Best Midsize Real Estate Market in the U.S.

(WalletHub, 2019)

8TH Best Place for Veterans

(WalletHub, 2019)

10TH Best Place to Live in the U.S.

(HomeSnacks, 2019)

12TH Safest City to Raise a Child in the U.S.

(SafeWise, 2019)

12TH Most Livable City in the U.S.

(SmartAsset, 2019)



COMMUNITY HIGHLIGHTS



GILBERT IS ON A NEW MISSION!

Gilbert is planning to be the *City of the Future*. The new mission statement, “Anticipate. Create. Help people.” is focused on keeping the thriving community that Gilbert is today well into the future.

gilbertaz.gov/mission



WHAT RESIDENTS ARE SAYING

The National Citizen Survey was conducted in 2019 and we had more than 2,500 residents participate, an increase of 109% from the previous survey. Here's what residents are saying about Gilbert:

97%

Residents rated the quality of life in Gilbert as excellent or good, which exceeds national averages.

TOP 3 REASONS FOR LIVING IN GILBERT



SAFETY



QUALITY
OF LIFE



HOUSING
OPTIONS

97%

Residents say they'd recommend Gilbert to someone else who might ask, which was higher than the national benchmark.



8 in 10 residents say Gilbert has a good or excellent sense of community, which eclipses levels seen in other cities across the nation.

AREAS FOR IMPROVEMENT

PUBLIC TRANSPORTATION

↓ Scored lower in 2019 (31% positive) than 2017 (38% positive)

TRAFFIC FLOW

↓ Scored lower in 2019 (31% positive) than 2017 (38% positive)

1 — Safety and the economy were listed as the top priorities for Gilbert as we plan for our future.
2 —
3 —

#1

Ranking nationwide in overall quality of new development and availability of affordable quality food.



WE'RE LISTENING!

The feedback we received will assist us as we work to create the *City of Future*. For example, transportation and infrastructure have been critical in the development of our community and will continue to be a priority to keep Gilbert sustainable well into the future.



SOLID FINANCIAL PLANNING

\$37M

Savings since 2012 by refinancing debt to take advantage of lower interest rates.

\$67M

Reduction in debt since 2012 due to early payments.

\$7M

Savings in spending since FY18 using zero based budgeting.



AAA RATINGS

Gilbert received four credit rating upgrades from Standard & Poor's (S&P) Global Ratings, including a AAA rating for the community's General Obligation Bonds (GO).

- ◆ Gilbert is one of 41 municipalities nationwide to hold AAA ratings from all three of the major rating agencies.



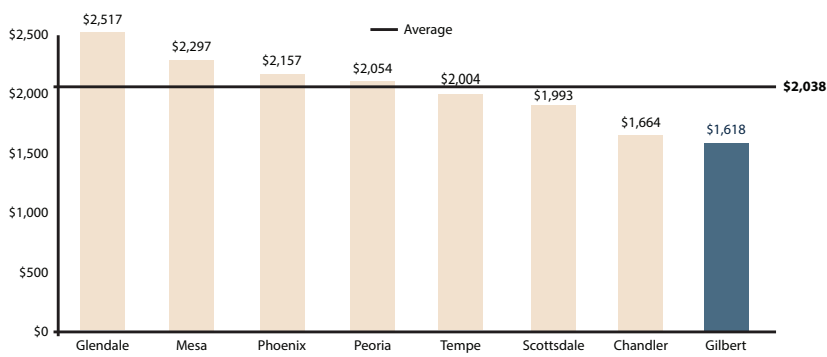
Gilbert moved from Class 8 to Class 7 in the FEMA Community Rating System, saving residents in the floodplain 5% on their flood insurance policies.



Gilbert received the Distinguished Budget Presentation Award from Government Finance Officers Association for the 20th consecutive year with Special Capital Recognition and Special Performance Measures Recognition.

LOWEST COST FOR SERVICES

Gilbert's average household cost for property tax, sales tax, water, wastewater and solid waste services remains the lowest in the region. Estimated Annual Cost: \$1,618



(Tempe Estimated Annual Household Costs, 2019)

79% of residents gave an excellent or good rating for the value of services for taxes paid, an 8% increase from 2017, ranking Gilbert 6th nationally and 1st compared to similar communities. (NCS, 2019)



PARKS & RECREATION



CELEBRATING 20 YEARS

Gilbert's Southeast Regional Library and Riparian Preserve celebrated their 20th anniversary in October 2019.

gilbertaz.gov/riparian



NEW OPPORTUNITIES FOR PLAY

In 2019, Gilbert opened three new parks, Gilbert Regional Park, Desert Sky Park and Cactus Yards, providing the community with an additional 125 acres to play.



3005 E. Queen Creek Road
gilbertaz.gov/gilbertregionalpark

- ◆ Phase II of Gilbert Regional Park is under construction and anticipated to open fall of 2020.



DESERT SKY PARK

6624 S. Power Road
gilbertaz.gov/desertskypark

- ◆ Design of Phase II is anticipated to begin in 2020. When construction is complete, Desert Sky Park has the potential to incorporate 16 multi-use fields.



4536 E. Elliot Road
gilbertaz.gov/cactusyards

- ◆ Since opening in February 2019, Cactus Yards has welcomed nearly 200K tournament visitors and league participants.



GROWTH & DEVELOPMENT



GILBERT RECEIVES GRAND PHELIX AWARD

Gilbert was recognized by SMPS Arizona for excellence in procurement, transparency and for being a great community to work with for the architecture, engineering and construction industries.



DELOITTE EXPANDS GILBERT FOOTPRINT

Deloitte expanded its Gilbert, Arizona footprint by securing a second 100,000-square-foot building in The Commons at Rivulon.

THE UNIVERSITY OF ARIZONA'S COLLEGE OF NURSING COMES TO GILBERT

The University of Arizona began offering a Bachelor of Science in Nursing (BSN) at the University Building. A blend of online and traditional classroom learning, the program differs from the conventional BSN pathway in that it focuses on integrative health and well-being assessment and promotion.

PARK UNIVERSITY CONTINUES TO GROW

Park University expanded its presence in Gilbert's Heritage District from just under 11,000 square feet to nearly 18,000 square feet. With the expansion, Park University increased its initial three-year lease term to a five-year lease term through June 30, 2023.





FUTURE DEVELOPMENT COMING TO GILBERT'S HERITAGE DISTRICT

The development planned on the 9.1-acre site located south of Juniper Avenue, west of Gilbert Road, in Gilbert's Heritage District, will bring at least 500,000 square feet of mixed-use development which is consistent with the Heritage District's Redevelopment Plan.

Explore the Heritage District Redevelopment Plan:
gilbertaz.gov/HDupdate



2020 GENERAL PLAN

Gilbert continues work on the 2020 General Plan Update that will go to voters in the August 2020 election. Learn more:

gilbertaz.gov/GeneralPlanUpdate



SMALL CELL MAKES ITS WAY TO GILBERT

Gilbert permits its first Small Cell site in the Town's right of way under the new legislation/Federal Communications Commission order.

PUBLIC SAFETY



Spring (L) Zeta (R)

GILBERT'S ARSON DOG RETIRES, NEW K9 BEGINS

After seven years with the Gilbert Fire & Rescue Department, Spring, Gilbert's beloved arson detection dog, retired. Spring assisted on hundreds of arson cases, throughout Arizona and beyond.

Gilbert's newest arson K9, Zeta, began her role in December 2019.



GFRD RECEIVES FIRE ACCREDITATION

The Gilbert Fire & Rescue Department was awarded accredited status by the Center for Public Safety Excellence - Commission on Fire Accreditation International. GFRD is one of 270 accredited fire departments internationally to receive this accreditation.

NEWLY ADDED TRANSPORTATION SERVICE

The Gilbert Fire & Rescue Department began operating an ambulance transportation service in November 2019, starting with one ambulance.



The Gilbert Police Department continues its focus on employee well-being with the addition of a full-time Peer Support and Employee Wellness Coordinator and Cora, the department's therapy dog.



PUBLIC SAFETY TRAINING FACILITY

Gilbert broke ground on its Public Safety Training Facility on May 20, 2019, with anticipated completion in Spring 2021. The state-of-the-art facility will house training for Gilbert police officers, firefighters, and other first responders.

Get updates: gilbertaz.gov/trainingfacility

PUBLIC WORKS

\$188M

Invested in Capital Improvement Projects in 2019.

Major Projects Completed:

- ST1680 - Gilbert Road Reconstruction
- ST1740 - Higley & Baseline Improvements

9,323

Approximate number of scrap tires that Gilbert's Pavement Preservation Program saved from going into the landfill.

20.94%

Waste diverted from landfills by Gilbert's Environmental Services Team.

GREENFIELD WATER RECLAMATION PLANT EXPANSION

Expansion of the Greenfield Water Reclamation Plant, in partnership with the City of Mesa and the Town of Queen Creek, continued during 2019 with project completion slated for 2020.

ENGAGING GILBERT

GILBERT DIGITAL BY THE NUMBERS

SOCIAL MEDIA

gilbertaz.gov/connect

57.6M

Social Media Impressions

2.8M

Social Media Engagements

314K

Total Followers





WEBSITE
gilbertaz.gov

3.6M

Unique Page Views in 2019

VIDEO

youtube.com/gilbertaz

647K+

Views on YouTube

132

Videos Produced in 2019

TOP VIDEOS OF THE YEAR:

1. 2019 State of the Town
2. The Strand @ Gilbert
3. City of the Future

OPEN DATA

alex.gilbertaz.gov

8

New Data Stories Published on Gilbert's
Open Data Portal

TOP STORIES OF THE YEAR:

1. Holiday Lights in Gilbert
2. Bulk Trash Survey Results
3. National Citizen Survey Results

GILBERT 311

gilbertaz.gov/311

11,670

Requests Opened

TOP REQUEST CATEGORIES:

1. Street Light Outage
2. Trash & Recycling Missed Pickup
3. Trash & Recycling Container Repair



Gilbert was awarded 5th place in the category of Overall City Government Experience for the 2019 Government Experience Awards conducted by the Center for Digital Government.

100 YEARS OF HISTORY

GILBERT FUN FACTS



Gilbert was incorporated on July 6, 1920 with a population of 865.



Gilbert was known as that Hay Shipping Capital of the World because it was the largest supplier of alfalfa to the cavalry during World War I.



The first stoplight was installed in 1973 at Gilbert and Elliot Roads. Today we have over 200 stoplights across town.



Gilbert's longest continuous operating business is Clement's Garage. Today's largest employer is GoDaddy with more than 1,400 employees.



Gilbert was named after Bobby Gilbert who never actually lived in Gilbert.



Gilbert officially established its own fire department in 1993 and now has 11 stations across the community.



Gilbert got its first full-service hospital, Mercy Gilbert Medical Center, in 2006 and just got its first cemetery, Gilbert Memorial Park, in 2019.



The annual Gilbert Days celebration was established in 1958 and honors the paving of Gilbert Road. Today, we have more than 1,000 miles of centerline paved roads in the community.

Building Gilbert's brand as we start the next 100 years.



Gilbert, Arizona has grown and evolved over the years into one of the best communities in the country to live, work and play. We have a lot to be proud of. As we celebrate Gilbert's 100th birthday in 2020, it's the perfect time to think about how we position our community to become the *City of the Future*. We want to put Gilbert's best foot forward and show the pride our residents have in our community so that we can continue to attract new business opportunities and welcome those interested in visiting and living in Gilbert.

We have 100 years of history and now is an ideal time for a new "brand" for Gilbert, one that will help us tell our story as a community well into the future.

For information and updates visit: rebrand.gilbertaz.gov



**Share your vision for Gilbert's
future on social media using
#GilbertAZ2020!**

Connect with all of Gilbert's social media channels at:
gilbertaz.gov/connect



/GilbertTownHall



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Nextdoor.com